

## Request for Proposals Colorectal Cancer Screening Follow up and Education June, 2006

### Information for Entities Submitting Proposals

The State of Nebraska, Department of Health and Human Services, Regulation and Licensure (hereinafter referred to as the Department), is requesting proposals for the purpose of selecting a qualified contractor to 1) contact clients who have had positive fecal occult blood tests to assure that they have scheduled a colonoscopy, and contact clients who have been advised to have colonoscopy as their initial screening exam; 2) contact the same clients immediately after colonoscopy and 30 days post colonoscopy to determine whether there have been any complications; 3) contact clients who have not returned fecal occult blood tests that they received under the Nebraska Colon Cancer Screening Program, encourage them to return the tests, and educate them on the potential to prevent colorectal cancer and colorectal cancer mortality through early detection; and, 4) enter notes on client contacts into the Every Woman Matters electronic data system.

The Request for Proposals is designed to solicit proposals from qualified contractors who will be responsible for Colorectal Cancer Screening Follow up and Education at a competitive and reasonable cost.

A contract resulting from this bidding process will be issued for a period of six months effective September 1, 2006 through February 28, 2007. By the end of that period the Department will assess the results and determine whether the process of contacting clients through a contractor should be continued for an additional year or more.

A fixed-price contract will be awarded as a result of this proposal. In addition to the provisions of this request for proposals and the awarded proposal, additional standard terms and conditions will be included in a contract to be signed by both the contractor and the Department.

Procurement responsibilities related to this request for proposals reside with the Department's Office of Women's Health. The point of contact for the procurement is as follows:

Name:	Kathy Ward
Agency:	Department of Health and Human Services, Regulation and Licensure Office of Women's Health
Address:	PO Box 94817 Lincoln, NE 68509-4817
Telephone:	(402) 471-3914
Facsimile:	(402) 471-0913
E-Mail:	kathy.ward@hhss.ne.gov

Any questions regarding this request for proposals must be submitted in writing by July 3, 2006, and clearly marked "Colorectal Cancer Screening Follow up and Education Questions". It is preferred that questions be sent via e-mail to Kathy Ward, Office of Women's Health Administrator at: kathy.ward@hhss.ne.gov. Questions may also be sent by facsimile to 402-471-0913, and must be sent to the attention of Kathy Ward, and clearly marked "Colorectal Cancer Screening Follow up and Education Questions". Answers will be provided to all who have indicated interest in submitting a proposal and have provided an e-mail address.

Entities submitting proposals must submit them electronically to kathy.ward@hhss.ne.gov. Where applicable, submit electronic documents in the following formats: Microsoft Office (Word, Excel, PowerPoint) or Adobe PDF. A paper copy of the proposal may also be submitted to the address above, in addition to the electronic version. Proposals must be submitted by **July 24, 2006, at 5:00 p.m.**

All proprietary information the bidder wishes the state to withhold must be submitted in hard copy in a sealed package, which is separate from the remainder of the bid. The separate package must be clearly marked PROPRIETARY on the outside of the package. If a proposal submitted electronically will be followed with a hard copy containing proprietary information, please indicate that in the e-mail containing the proposal. Bidders may not mark their entire RFP as proprietary. Bidder's cost proposals may not be marked as proprietary information. Failure of the bidder to follow the instructions for submitting proprietary and copyrighted information may result in the information being viewed by other bidders and the public. Proprietary information is defined as trade secrets, academic and scientific research work which is in progress and unpublished, and other information which if released would give advantage to business competitors and serve no public purpose (see Neb. Rev. Stat. §84-712.05(3)). In accordance with Attorney General Opinions 92068 and 97033, bidders submitting information as proprietary may be required to prove specific, named competitor(s) who would be advantaged by release of the information and the specific advantage the competitor(s) would receive. Although every effort will be made to withhold information that is properly submitted as proprietary and meets the State's definition of proprietary information, the State is under no obligation to maintain the confidentiality of proprietary information and accepts no liability for the release of such information.

Emphasis should be concentrated on conformance to the Request for Proposal instructions, responsiveness to requirements, completeness and clarity of content. If the bidder's proposal is presented in such a fashion that makes evaluation difficult or overly time consuming, it is likely that points will be lost in the evaluation process. Elaborate and lengthy proposals are neither necessary nor desired.

### **Proposal Requirements**

#### **1. TECHNICAL APPROACH**

The technical approach section of the Technical Proposal must consist of the following subsections.

- a. Understanding of the project requirements;
- b. Proposed approach, including protocols for contacting clients;
- c. Qualifications of proposed staff or of current staff who will implement the project;
- d. Detailed project work plan;
- e. Deliverables and due dates; and
- f. List of references for whom the potential contractor has provided related or comparable services.

#### **2. COST PROPOSAL**

Details must be included in the Cost Proposal supporting all costs. These details must include, at a minimum, detailed descriptions and/or specifications of the services to be provided.

The State reserves the right to review all aspects of the Cost Proposal for reasonableness and to request clarification.

## **Evaluation**

Evaluation criteria utilized to select the contractor will include the following:

1. The ability, capacity, and reputation of the potential contractor to deliver and implement the project.
2. Qualifications of current or proposed staff for the project.
3. Ability to communicate with clients who do not speak English (particularly those who speak only Spanish).
4. Experience with similar projects.
5. If the potential contractor has an existing contract with the Every Woman Matters program in the Office of Women's Health, performance on that contract will be considered.
6. Thoroughness and appropriateness of the protocols described for contacting the clients, providing education, and recording client notes.
7. Cost.
8. Quality of references.

Proposals will be independently evaluated by members of the Evaluation Committee. This committee will consist of Department staff and/or volunteer medical consultants with the appropriate expertise to conduct such proposal evaluations. Names of the members of the Evaluation Committee will not become public information.

The Department reserves the right to check any reference(s), regardless of the source of the reference information, including but not limited to, those that are identified by the potential contractor in the proposal, those indicated through the explicitly specified contacts, those that are identified during the review of the proposal, or those that result from communication with other entities involved with similar projects.

Information to be requested and evaluated from references may include, but is not limited to, some or all of the following: project description and background, job performed, functional and technical abilities, communication skills and timeliness, cost and schedule estimates and accuracy, problems (poor quality deliverables, contract disputes, work stoppages, et cetera), overall performance, and whether or not the reference would rehire the firm or individual. Only potential contractors whose proposals score at the top will receive reference checks, and negative references may eliminate them from consideration for award.

## **Grievance and Protest**

Grievance and protest procedure is available by contacting the buyer. Any protests must be filed by a vendor within ten (10) calendar days after notification of nonaward.

## **Rejections of Proposals**

The Department reserves the right to reject any or all proposals, wholly or in part, or to award to multiple bidders in whole or in part. The Department reserves the right to waive any deviations or errors that are not material, do not invalidate the legitimacy of the proposal and do not improve the bidder's competitive position. All awards will be made in a manner deemed in the best interest of the State.

## **General**

The contract resulting from this Request for Proposal shall incorporate the following documents:

- a. The signed Request for Proposal form;

- b. The original RFP document;
- c. Any Request for Proposal Addenda and or Amendments to include Questions and Answers;
- d. The Contractor's Proposal;
- e. Any Contract Amendments, in order of significance; and
- f. A signed Contract Award with terms and conditions.

Unless otherwise specifically stated in a contract amendment, in case of any conflict between the incorporated documents, the documents shall govern in the following order of preference with number 1 receiving preference over all other documents and with each lower numbered document having preference over any higher numbered document: 1) the contract award, 2) contract amendments with the latest dated amendment having the highest priority, 3) RFP addenda or amendments with the latest dated amendment having the highest priority, 4) the original RFP, 5) the signed RFP form, 6) the contractor's proposal.

Any remaining uncertainty or ambiguity shall not be interpreted against either party because such party prepared any portion of the Agreement, but shall be interpreted according to the application of rules of interpretation of contracts generally.

Once proposals are opened they become the property of the State of Nebraska and will not be returned.

This Request for Proposal does not commit the Department to award a contract. The Department reserves the right to reject all proposals, and at its discretion, may withdraw or amend this Request for Proposal at any time. If, in the opinion of the Department, revisions or amendments will require substantive changes in proposals, the due date may be extended.

## **I. PROJECT DESCRIPTION AND SCOPE OF WORK**

### **A. PROJECT OVERVIEW**

The Department intends to contract for the purpose of 1) contacting clients who have not returned fecal occult blood tests that they received under the Nebraska Colon Cancer Screening Program (after a two-week period), encouraging them to return the tests, and educating them on the potential to prevent colorectal cancer and colorectal cancer mortality through early detection; 2) contacting clients who have had positive fecal occult blood tests to assure that they have scheduled a colonoscopy, and contacting clients who have been advised to have colonoscopy as their initial screening exam; 3) contacting the same clients immediately after colonoscopy and 30 days post colonoscopy to determine whether there have been any complications; and 4) entering notes on client contacts into the Every Woman Matters electronic data system.

The Every Woman Matters Program has operated since 1992, providing breast and cervical cancer screening services to women who meet income and age requirements. Since that time, additional services have been added, including cardiovascular and diabetes screening and healthy lifestyles education. From 2002 to 2005, the Program operated a pilot screening program for colorectal cancer, with funding from a tobacco settlement grant. In August of 2005, a colorectal cancer screening demonstration grant was awarded by the Centers for Disease Control and Prevention to the Department.

Under this program, women over the age of 50 who newly enroll in the Every Woman Matters Program (EWM) and women over 50 who rescreen will be assessed for risk for colorectal cancer.

Those who meet criteria established by the Centers for Disease Control and Prevention (CDC) will be sent a fecal occult blood test kit. They will also have the opportunity to request a kit for other members of their household over the age of 50, both male and female, who also meet the CDC criteria. This criteria will include an assessment of risk. Persons over the age of 50 who meet income qualifications will also be given the opportunity to apply for this screening program even when they have no association with Every Woman Matters.

During the six-month period covered by this RFP, five thousand persons will be enrolled in the Colorectal Cancer Program. Clinicians will be asked to encourage their clients to complete and return the kits. Under a separate contract, fecal occult blood tests will be processed by a single lab contractor with results reported in the Every Woman Matters electronic database.

## **B. PROJECT ENVIRONMENT**

The Every Woman Matters Program utilizes a customized, Paradox-based data system. The contractor will be connected to the system through a Citrix Access Platform (Internet-based). The contractor will need to load Citrix Client software to be provided by Every Woman Matters. Every Woman Matters staff will provide training to the contractor on use of the data system.

## **C. SCOPE OF WORK**

The contractor will have the following major responsibilities:

- The contractor will contact all clients (an estimated 300 over a six-month period) who have had

positive fecal occult blood tests that they received under the Nebraska Colon Cancer Screening Program or who have been advised, based on their health history, to have a colonoscopy as their initial screening exam under the program. The contact will be made by telephone, with a minimum of three attempts to reach the client at different times of the day (morning, afternoon, and evening.) The purpose of the contact will be to assure that a colonoscopy has been scheduled. For clients that are contacted, client notes will be entered into the Every Woman Matters data system within 24 hours, utilizing agreed upon protocols. For clients that cannot be located, the Every Woman Matters Colon Screening Coordinator must be contacted.

- The contractor will contact the same clients by telephone immediately after colonoscopy (within 48 hours) and 30 days post colonoscopy to determine whether there have been any complications. Client notes must be entered into the Every Woman Matters data system within 24 hours after contact. For clients that cannot be located, the Every Woman Matters Colon Screening Coordinator must be contacted.
- The contractor will follow up on all clients who have not returned fecal occult blood tests (FOBT) provided by the Every Woman Matters Program after a two-week period has elapsed since the kits were mailed. Over the six-month period of this contract, approximately 3,000 kits will be mailed.

The initial contact will be made by first class mail. If the kit is still not returned at the end of another two weeks, the second contact will be made by phone. At the time of contact, the contractor will provide education on the importance of the test in reducing colorectal cancer morbidity and mortality. Contact must be done utilizing protocols agreed upon by the Department and the contractor. Every Woman Matters will advise the contractor when the program is reaching capacity; at that time, efforts to reach clients who have not returned kits will become a lower priority.

The development of educational messages for clients will be done in collaboration with Every Woman Matters (EWM) staff, and EWM must approve messages prior to their use.

4. The contractor will utilize the Every Woman Matters data system on at least a weekly basis to run summary listings of clients needing follow up.
5. Contractor will enter notes on client contacts in the Every Woman Matters electronic database within 24 hours after contacts are made.
6. The contractor and Every Woman Matters will confer on a monthly basis to determine whether adjustments in program protocols need to be made, based on program experience.
7. Payment invoices and monthly reports will be submitted monthly by the contractor on the 15<sup>th</sup> of each month for services provided during the previous month. The Department will pay 1/6 of the total contract each month upon submission of the invoice for that amount. No invoice will be approved unless the associated deliverable(s) have been approved.

#### **D. PROJECT AND BUSINESS REQUIREMENTS**

In addition to the requirements in Section C, Scope of Work, the contractor agrees to maintain adequate and complete fiscal and medical records to fully document services rendered under terms of this contract. These records shall be retained for six (6) years from termination or expiration of this contract, and shall be made available upon request by an authorized representative of the Department.

The HIPAA Privacy Rule 45 CFR 164.302 states that a covered entity must comply with the applicable standards, implementation specifications and requirements of the HIPAA Privacy Rule with respect to electronic protected health information. The contractor must provide evidence of HIPAA compliance, and will enter into a business associate agreement with the Nebraska Department of Health and Human Services, Regulation and Licensure.

Contractor must provide all equipment, including computers.

The contractor shall not require or request payment from clients for authorized services covered by this contract.

#### **E. TECHNICAL REQUIREMENTS**

Contractor must provide evidence of experience in contacting clients regarding medical tests and must submit credentials of staff who will be employed under this contract.

#### **F. DELIVERABLES**

Deliverables will include:

- Telephone contacts to assure colonoscopy for all clients who have had positive fecal occult blood tests under the Nebraska Colon Cancer Screening Program or who have been advised to have colonoscopy as their initial screening exam; entry of client notes into the Every Woman Matters data system within 24 hours after contact.

- Telephone contact of all clients within 48 hours after colonoscopy and 30 days post colonoscopy to determine whether there have been any complications; entry of client notes into the Every Woman Matters data system within 24 hours after contact.
- Mail follow up on all clients who have not returned fecal occult blood tests (FOBT) provided by the Every Woman Matters Program after two weeks. Telephone contacts with clients who have not returned kits at the end of another two weeks. Provision of education on the importance of returning the test.

4. Weekly runs from the Every Woman Matters data system of summary listings of clients needing follow up.

5. Entry of notes on client contacts in the Every Woman Matters electronic database within 24 hours after contacts are made.

6. Submission of payment invoices and monthly reports on the 15<sup>th</sup> of each month for services provided during the previous month.

#### **G. RESPONSIBILITIES OF THE DEPARTMENT**

1. The Department will: Enter demographic information into the Every Woman Matters database; consult with the contractor on educational messages; run monthly queries to determine program results and contractor timelines; meet or confer with contractor to resolve any problems that may arise; and provide training and technical support on Every Woman Matters programmatic issues and on the Every Woman Matters data system.